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ABSTRACT

In 1985, the Sears-Roebuck Foundation awarded the American Association of Community and Junior Colleges (AACJC) and the Association of Community College Trustees (ACCT) a 2-year, $950,180 grant, known as the Partnership Development Fund, to enhance collaboration between community, technical, and junior colleges and business/industry/labor, public employers, small businesses, and high schools. This report provides background on the project and summarizes its first-year accomplishments. First, introductory information is provided on AACJC/ACCT's Keeping America Working project, recent federal interest in business/education partnerships, and AACJC/ACCT's joint proposal to the Sears-Roebuck Foundation. Next, the report identifies the project's four partnership development targets and questions to be answered with respect to each. Next, activities funded under the Partnership Development Fund are highlighted, including: (1) awarding 29 partnership development minigrants to colleges; (2) awarding five large planning grants and six smaller grants; (3) giving partnership project awards to Delta College (Michigan), Des Moines Area Community College (Iowa), and Metropolitan Technical Community College (Nebraska) for exemplary and innovative partnership activities; (4) conducting a research and publications program; (5) undertaking a collaborative project with the National Telecommunications Education Committee to help colleges develop relevant curricula for the telecommunications industry; (6) maintaining quality and inventory control; (7) holding conferences and workshops; and (8) fostering education-industry-government relationships. Objectives for the future are presented next, including increases in the numbers of permanent partnerships, improved economic health for small businesses, and expansion of high school/college collaboration and coordination. Next, Sears Partnership Development Fund Minigrant and Planning Fund recipients are listed, and an overview of Minigrant Project objectives is presented. Finally, a financial summary of the project is presented. (EJV)

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RESPONDING TO THE CHALLENGE OF A CHANGING AMERICAN ECONOMY

1985 PROGRESS REPORT ON THE SEARS PARTNERSHIP DEVELOPMENT FUND

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RESPONDING TO THE CHALLENGE OF A CHANGING AMERICAN ECONOMY

The Sears-Roebuck Foundation provides the fuel that drives the Keeping America Working program—a high profile partnership development project that is jointly sponsored by the Association of Community College Trustees and the American Association of Community and Junior Colleges. Sears is responsible for financing the most important component of this project, the Partnership Development Fund.

The Sears Partnership Development Fund injects $300,000 directly each year into local model community college partnership development projects. The first round of grants is enabling 29 communities involving 62 colleges to collaborate on projects that go to the heart of local economic growth and stability. The real story is that Sears-Roebuck Foundation dollars are facilitating the creation of a new and vital relationship between the nation's two-year colleges and their employer communities—a relationship that will be a key factor in keeping America working and productive.

This project would not be possible without the existence of the creative energy and spirit that endures between community, technical, and junior colleges and the American people. The Keeping America Working Task Force thanks the Sears-Roebuck Foundation for having faith in the nation's two-year colleges and the thousands of communities that these colleges represent.

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1985 PROGRESS REPORT ON THE SEARS PARTNERSHIP DEVELOPMENT FUND

The American Association of Community and Junior Colleges (AACJC) and the Association of Community College Trustees (ACCT) have jointly developed a strategy to help keep America working. In 1982, task force members of the AACJC/ACCT Keeping America Working project (then called Putting America Back to Work project) issued their first concept paper, underscoring the importance of human resource development to the economic life of our nation. Since that year, the project annually has issued College/Employer/Labor Partnership Awards, recognizing exemplary and innovative collaborative programs.

"The Keeping America Working project is devoted to helping the leaders of our nation's employers understand that the 1,221 community technical, and junior colleges in this country are ready, willing, and able to serve national, state, and local needs for economic and human resource development."

—Dale Parnell, President, AACJC

In October 1983, President Ronald Reagan proclaimed the 1983-84 school year as "The National Year of Partnerships in Education." The President challenged representatives from education and business participating in the Partnerships in Education Program to forge new education/training relationships in their local communities. He specifically asked the community colleges to play a vital role in this initiative.

AACJC and ACCT responded to this challenge. In February 1984, the Sears-Roebuck Foundation awarded a six-month planning grant for "planning a well-integrated, locally focused strategy to help employers reduce their investments in employee education and training by more fully using the resources of the nationwide network of community, technical, and junior colleges."

Defining Needs—Proposing Strategies

In September 1984, a formal proposal was submitted to the Sears-Roebuck Foundation from AACJC/ACCT to create a national Partnership Development Fund. The proposal was founded on a belief that, to be effective, partnerships must be formed both locally and nationally, bringing together those who create and manage our economy with those who educate and train much of the workforce.

TRITON COLLEGE AND MORTON COLLEGE

River Grove and Cicero, Illinois

Triton College and Morton College, in conjunction with the Mid-Metro Economic Development Group, established a strong industrial retention initiative in a 28-community area. This effort was begun with a survey of the available business/industrial buildings within western Cook County. The survey revealed that the nearby community of Cicero contained 20 available buildings representing roughly 736,000 square feet. The total market area contained 198 available buildings representing roughly seven million square feet.

With the survey results in hand, Triton College, Morton College, Illinois Bell, and the Cicero Manufacturing Association completed a needs assessment of the three business communities located within their market area. The assessment covered 110 firms that were responsible for roughly 12,000 jobs.

Another survey, covering two additional communities (87 firms and 2,086 jobs), will be completed within the project timetable. The aim of the survey is to match business needs (expansion space, services, education, and training, etc.) with a positive community response.

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The need for a national initiative was based on the following forecasts:

- Changes in the future workplace will require every segment of our society to be trained and retrained, demanding an economic and human resource development strategy that is broader than present initiatives.
- A significant growth in technology-related jobs will require prospective employees to acquire new skills.
- The nation will be heading into a period of significant worker skill shortages.
- Certain target groups such as minorities, youth, and older dislocated workers will provide unique challenges in terms of employment.
- A huge segment of workers will be underemployed and in need of retraining.

The strategy proposed by AACJC/ACCT was a "nuts and bolts" strategy—providing local communities with information to conduct do-it-yourself partnership development projects. The thrust of the project at the national level was to assist local planning partners to take a hard look at their unique situations and to develop local models to meet local needs.

In April 1985, the Sears-Roebuck Foundation awarded the AACJC/ACCT Keeping America Working project a $950,180 two-year grant, with the possibility of a two-year extension, to support certain KAW national activities. In addition, the Partnership Development Fund would finance local pilot projects to enhance collaboration between community, technical, and junior colleges on the one hand, and business/industry/labor, small businesses, public employers, and high schools on the other.

Inclusion of high schools in the project recognized the forceful case made by AACJC President Dale Parnell in his 1985 book, *The Neglected Majority*, that effective manpower development requires strengthening the high school/community college connection and developing partnerships with employers.

Four partnership development targets were identified and proposals were submitted to answer the following questions:

EASTERN IOWA COMMUNITY COLLEGE DISTRICT

Davenport, Iowa

Unemployment is high in the Quad Cities, particularly in the farm implement and construction industries. The area has responded by attempting to restructure the business community—developing new enterprises, from manufacturing to retail sales to services. Eastern Iowa's Small Business Development Center has been an effective tool in assisting with this transformation.

Eastern Iowa officials point out that Sears Partnership Development Fund money was the critical catalyst in bringing $40,000 from the Small Business Administration and $30,000 from the state for a total $120,000 package that forms the base for the Small Business Development Center. The same college officials assert that Sears dollars moved the dream of a small business development center to the action stage three years ahead of schedule. In a move calculated to stimulate the maximum amount of momentum, the college has placed the directorship of the center in the hands of a former local bank vice president.

The Small Business Development Center operates in conjunction with the three colleges of the Eastern Iowa Community College District, as well as

Continued on page 3

Business, Industry, and Labor Partnerships

In what specific ways can partnerships be developed between colleges and the larger private-sector employers of a region? How many representatives of organized labor groups can be effectively involved in such partnerships? How do such partnership programs fit into the overall economic development plans for a given region?

"Any employer that does not look first to the community college for help in worker training is really missing a grand opportunity."

—Gordon J. Schempp
Director of Labor Relations
Northwestern Bell Telephone Company

Public Employer Partnerships

How can community, technical, and junior colleges work more effectively with school districts and city, county, state, and federal government entities to deliver long- and short-term education and training programs? Can such partnership efforts among public-sector employers reduce governmental costs or release training funds for other purposes? How can the resources (e.g., faculty expertise) of the college help solve economic development and related problems?

Small Business Partnerships

A small business is defined for purposes of this project as any private-sector employer employing fewer than 100 employees. It is estimated that there are some 11 million businesses across the nation that are categorized as small businesses. What can community colleges do to help small businesses meet their employee training needs? How can community colleges help small businesses remain economically healthy and a part of a thriving economy? How can small businesses use the resources of the community college most effectively?

High School/College Partnerships

How can community colleges and high schools join in partnerships that will effectively benefit students? Can community, technical, and junior colleges join with their high school colleagues to help improve student competencies? How

Eastern Iowa, continued

the Business and Industry Center, the Iowa Development Commission, the Quad City Development Group, area chambers of commerce, and area governments at the city and county levels. The Small Business Development Center has a corps of 35 paid counselors and 16 volunteer counselors, and has referral networks to other sources of information and help. To date, it has provided over 190 small business owners with 1,392 hours of instruction and 79 clients with 357 hours of counseling services. Special programs have been developed in tourism, export/import, the art business, and procurement. The center already takes credit for having created six new businesses (approximately 20 employees), saving two businesses (four employees), and stimulating the expansion of one firm by 20 employees. Center activity also is responsible for helping 40 businesses to "run smarter"—a description that can easily be categorized as job and capital retention.

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Alan Lesure, vice president, John Wiley & Sons Inc., congratulates Burck Grosse, general director of technical services, General Motors Corporation, on winning a 1985 KAW award. Don Carlson, president, Delta College, looks on.

can the resources of the high schools ahd colleges be joined on behalf of students? How can high schools and colleges address the problems stemming from a loss of continuity in learning? How can a tech-prep/associate degree program be developed that will result in better prepared students?

Reporting Early Results

In just one year, the Sears-Roebuck Foundation funding stimulated an impressive array of activities. Particularly worthy of note are the following:

■ Partnership Development Grants

The major purpose of the Partnership Development Fund was to enable the Keeping America Working project to award colleges minigrants to assist them to develop successful partnership-building efforts. Shortly after the grant program was announced, 186 colleges submitted proposals requesting more than $3 million for project support. The selection process concluded in August 1985, with the announcement of 29 winners, including 18 operational minigrants and eleven planning grants. A total of $296,000 was awarded, ultimately involving 62 community, technical, and junior colleges.

"Community colleges could well be on their way to becoming the modern equivalent of the public land-grant universities and agricultural extension agencies. They will do for the information age what the land-grant universities did for the agricultural and industrial ages."

—Dale Parnell, President, AACJC

PLANNING GRANTS STIMULATE NEW PARTNERSHIPS

• Northern Virginia Community College, Prince George's Community College, Maryland, and Germanna Community College, Virginia, are taking the first steps toward a 2 +2 program between high schools and community colleges in the national capital area. The three colleges have already developed a limited level of cooperation among local education policymakers and employers that cross county, state, urban, suburban, and rural division lines.

• Southwestern Technical College, North Carolina, facing the uncertainties and resource challenges that are typical of rural communities, has made substantial progress toward meeting the disparate needs of numerous employers requiring investments in security and protection. After conducting a needs survey, Southwestern Technical College and two sister colleges have now created a program to meet the unique security training needs of the private sector, local Indian reservations, and the National Park Service.

■ Planning Grants

Several colleges submitted promising proposals that appeared to require more planning to justify a full operational grant. Five large planning grants and six smaller grants were awarded to nurture these ideas. The planning grants provide seed money to stimulate the building of foundations for additional strong partnership projects. All of the colleges were encouraged to reapply the following year, but with no funding guarantees.

■ Partnership Project Awards

Awards that recognize exemplary and innovative partnership efforts among community colleges and employer and labor groups are given each year on a competitive basis at the AACJC annual convention. The following colleges are the 1986 Keeping America Working winners:

"The Automotive Service Educational Program could become the largest and most mutually productive alliance ever forged between a manufacturer and higher education."

—James Voorhes
Vice President, General Motors

Delta College, Michigan, submitted an application on behalf of 36 colleges that compose the college network of the General Motors Corporation Automotive Service Educational Program (ASEP). Delta College was the forerunner and initiator of this network that will grow eventually to 60 colleges. Through ASEP, technicians are trained in the latest automotive technology, including computers that control engine electronics and fuel injection systems. General Motors believes this program will enhance automotive technician training and provide a standard for the entire industry.

Des Moines Area Community College (DMACC), Iowa, played a pivotal role as the primary instrument using the new Iowa training law with the Greyhound Corporation. Greyhound closed four accounting operations, consolidated them and moved them to a new national accounting center in Des Moines. DMACC accepted and reviewed new job applications and provided job training to facilitate the relocation of Greyhound to Des Moines.

DISTRICT ONE TECHNICAL INSTITUTE

Eau Claire, Wisconsin

District One is creating four videotapes on entrepreneurship to be distributed for classroom use in area high schools. Three community-based groups have been tapped to focus and guide the project. The videotapes are based on the day-to-day experiences of small business owners. Under the general title *Entrepreneurs—The Risk Takers*, the tapes will be individually titled: "Small Business—When Small Is Big," "Small Business—Behind Closed Doors," "Money—The Costs and High Risk of Small Business," and "Team Work—Business and Government." The tapes should be completed within the project timetable, and Northern States Power has agreed to duplicate and distribute the tapes to high schools.

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Metropolitan Technical Community College, Nebraska, designed and now manages a comprehensive career guidance and retraining project at the request of Northwestern Bell Telephone Company and the regional office of Communications Workers of America. More than 3,000 Northwestern Bell employees have undergone the first level of counseling and assessment, and nearly half of them have taken at least one college-level course through the project. The project involves 42 designated colleges in a five-state region.

Special recognition went to Monterey Peninsula College, California, on behalf of 53 California community colleges and their partnership program with Pacific Gas and Electric Company. The following colleges received honorable mention:
Genessee Community College, New York
Motorola, Inc.
Northampton County Area Community College, Pennsylvania
The Rexroth Corporation
Edmonds Community College, Washington
John Fluke Manufacturing Co., Inc., and *The Technology Corridor*
Northeast Wisconsin Technical Institute, Wisconsin
FMC Packaging, Cruiser's Inc., and *American Can Company*

Officials from the TRICO Economic Development District and Community Colleges of Spokane discuss a needs assessment project.

COMMUNITY COLLEGES OF SPOKANE

Spokane, Washington

The Community Colleges of Spokane are exploring educational alternatives to support an economic development strategy for three rural counties heavily victimized by structural unemployment in the timber industry. Six communities in Steven County have created an informal alliance on behalf of the colleges' efforts to mobilize resources in support of countywide development. Two other counties have been folded into the overall effort. It was made quite clear by the local leaders that the investment of Sears money in their communities provided an especially strong incentive.

Several local partners have joined in this endeavor. The Burlington Northern Foundation contributed $50,000 and $5,000 was given by an ALCOA branch company to assist the project. Also, the TRICO Economic Development Council and the Small Business Development Center have become major partners in the project.

To date, the project has accomplished several objectives. A survey of 140 rural employers, with 15 or more employees, and 160 households was administered to determine training needs. Another survey was directed at 22 "mom and pop" businesses. Analysis of data and the development of implementation strategies are objectives for the last months of project activity. The project also involves a significant telecommunications initiative directed at the delivery of education, training, and service to the three involved rural counties.

While the primary funding for the awards program has come from sources other than the Sears-Roebuck Foundation (HBJ Media Systems in 1985; John Wiley & Sons, Inc., and Dynamic Sciences, Inc., in 1986), the Sears Partnership Development Fund has helped the project administrative office absorb additional costs from the awards program.

"Community, technical, and junior colleges are shaping the economic future of our country. These colleges are going to be the principal agents of change for the American worker."
—Pat Choate, Director of Policy Analysis, TRW

More importantly, the Partnership Development Fund grants have greatly enhanced the awards program. The awards and the grants in a very real sense serve as "bookends" supporting the overall objective of partnership development. The Partnership Development Fund grants celebrate current noteworthy partnerships, and the Partnership Project Awards promote the creation of new partnerships.

■ Research and Publications

Partnership Development Fund dollars paid, in part, for the editing of two publications, *In Search of Community College Partnerships* and *Directory of Business/Industry Coordinators*. The fund helps support several research efforts on partnerships that are in various stages of development including data collection and processing in connection with AACJC's National Council on Occupational Education project, and several studies on partnerships. In addition, several issues of the *AACJC Letter* and articles in the *Community, Technical, and Junior College Journal* have been devoted to the partnership activities.

■ Telecommunications Initiatives

The Keeping America Working project staff collaborated with the North American Telecommunications Association to form a college-industry partnership called the National Telecommunications Education Committee (NTEC). The purpose of NTEC is to help colleges to develop a relevant curriculum for the rapidly changing telecommunications industry. The groups cosponsored an NTEC organizational conference in Denver in October 1985. NTEC then sent out conference minutes to all

OAKTON COMMUNITY COLLEGE
Des Plaines, Illinois

Five faculty members from Oakton Community College are participating in an internship program in which occupational instructors acquire hands-on training in new technologies, new procedures, and the work environment.

Robert Wright, professor of marketing, is an intern at the F.P. Smith Wire Cloth Company in Franklin Park where he is integrating the company's strategic planning and computer network; Elaine Daly, assistant professor of data processing, works at the Firebox Company in Schaumburg; William Isaacs, associate professor of data processing, works at Centel Telephone Company in Des Plaines; Hollis Chalem, professor of office systems technology, works at Dart & Kraft Company in Northbrook; and John Danca, associate professor of student development, works at Molex Corporation in Lisle.

Oakton Community College has also formed a pool of available consultants drawn from the faculty to help business, industry, and government through its new Institute of Business and Professional Development.

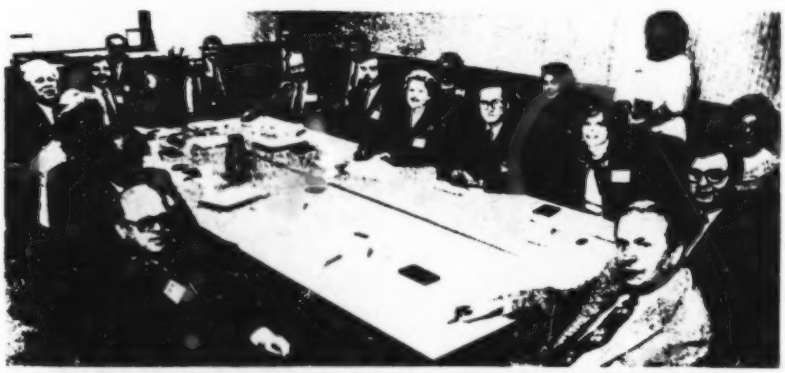
members and will begin to work soon to develop a telecommunications curriculum. NTEC also has plans for an equipment bank that will identify telecommunications equipment available as gifts or for low-cost purchase to assist colleges in program delivery.

■ Quality and Inventory Control

A partnership effort between the Ford Motor Company and Jackson Community College in Jackson, Michigan, is the catalyst for a project that includes much of Michigan, all of Iowa, and 120 community colleges in eight other states. The effort also led to meetings between representatives of the project, the American Society for Quality Control (ASQC), and the American Production and Inventory Control Society (APICS) resulting in an agreement to collaborate. The primary objective is to use the nation's community colleges to provide up-to-date education and training to the memberships of ASQC and APICS.

■ Conferences and Workshops

• The project cosponsored, with the U.S. Department of Commerce, a conference on "Human Factors, Technology, and Productivity" in September 1985. The conference, aimed at private-sector chief executive officers and vice presidents, was part of a continuing initiative on human resource development. Community colleges were the only segment of postsecondary education that played an active role in the conference, and the project staff is continuing its close relationship with the Department of Commerce.



Mid-Metro Economic Development Group Board and representatives from Triton College and Morton College discuss industrial retention survey.

RANCHO SANTIAGO COLLEGE
Santa Ana, California

Rancho Santiago College has created an eight-college consortium and a partnership with the Technology Exchange Center (TEC), which matches the education/training needs and services of the business community with appropriate community colleges. TEC is facilitating training in six major industrial groupings, two of which will include 2 + 2 arrangements between local high schools and the colleges.

TEC will complete appropriate curricula and associate degree programs to be implemented by the colleges for independent banks, clean room operations (for manufacturing processes which requires dust free environments), airline pilots, and a large government agency. The consortium is pursuing implementation of the 2 + 2 curricula for office management and computer-aided design in four locations. All four of these local occupational groups have training needs that had not been previously articulated, and TEC is playing a critical role in defining those training needs.

The Rancho Santiago consortium and TEC have now created curricula in cross selling and teller training to serve the needs of 14 banks. Over 50

Continued on page 9

• In collaboration with the National Alliance of Business, the project cosponsored ten regional workshops in 1985 to explain changes in the Perkins Vocational Education Act. The target audiences were state vocational education officials, state administrators of the Job Training Partnership Act, business leaders, and community college administrators.

• The project cosponsored the 1986 congressional symposium on "Human Capital and America's Future Competitiveness," hosted by the House Wednesday Group. The symposium, aimed at policymakers, stressed that investment in human capital is the key to the nation's economic competitiveness and that community colleges are ready to serve as a national education/training delivery system. Cosponsors were:

- American Society for Training and Development
- International Union for Operating Engineers
- National Association of Manufacturers
- TRW, Inc.

"The economic support role played by two-year colleges is vital. The colleges are increasingly becoming the linchpin between short-term and long-term human resource development and economic development at the local level."

—James F. McKenney, Associate Director
KAW Project, AACJC

College of Southern Idaho provides automotive services training.

Rancho Santiago, continued

companies requiring clean room operations now have a new curriculum to serve their education and training needs. The colleges also have begun to establish a credit program for pilot training, in partnership with the Federal Aviation Administration office and the Flying Tiger facility in Los Angeles, California. The Airline Pilots Association is in the process of establishing a national system of colleges to replicate their experience in Orange County, California.

Additionally, a federal agency has contracted with the consortium and TEC to assist in the upgrading of the quality of its workforce in California and three other states. Locations were chosen, curricula designed, faculty selected, workers notified, and classes initiated within a six-week time period. To date, 32,000 hours of training have been delivered in three different geographic locations, and eight new curricula have been introduced with 15 more on the drawing board.

■ Brokered Relationships

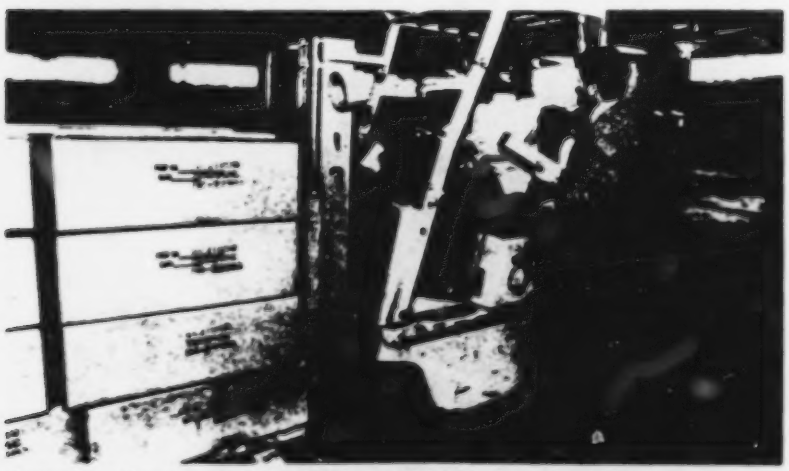
The project is taking the initiative in numerous instances to bring together certain community colleges with business or industry organizations. Currently, the staff is developing projects with General Motors, the Ameritec Foundation, and Campbell Soup Company.

"The proposed partnership is a logical one. The network of Sears stores is similar to the network of community colleges. Both are rooted in the local community, and linked by a national network."

—AACJC/ACCT Proposal to Sears

The first year of the Keeping America Working project, with support from the Partnership Development Fund, has more than met the expectations set forth by AACJC and ACCT in their proposal to the Sears-Roebuck Foundation. The grants program is spawning many successful models and the awards program has been given new meaning and status. Research and publication initiatives are under way. New collaborative relationships are developing with many organizations and institutions at the national, state, and local levels.

The project has significantly demonstrated its effectiveness as a catalytic agent—bringing together persons from the different worlds of education, business/industry, and government, and stimulating new ideas and new working relationships. In talking about the role of the project, participants have used words such as "seminal," "synergistic," and "serendipitous."



Eastern Iowa Community Colleges provides small business support services

ILLINOIS EASTERN COMMUNITY COLLEGES

Olney, Illinois

The four colleges forming the Illinois Eastern Community Colleges have taken a unique approach to community economic development. These colleges, through their economic development office, have begun an aggressive European advertising campaign to seek business investments within the college service area. The advertisements in French, German, and Swiss publications have led to a number of inquiries—including recent face-to-face meetings in Chicago.

The effort of the colleges to develop this creative approach has been enhanced by local funding generated by the Job Training Partnership Act through a $35,000 employment-generating activities grant. The colleges have put $17,000 of their own money into the effort. Illinois Eastern Community Colleges is seeking an additional $40,000 from other sources to continue the project beyond the current funding cycle.

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LOOKING TOWARD THE FUTURE

As the Keeping America Working project moves into its second year of funding, it continues to focus on the outcomes it set for itself in the beginning:

- The number of permanent local partnerships between colleges and business/industry, labor, public employers, and high schools should increase.
- It should be possible for employers to improve the return on their investment in employee education, training, and retraining.
- The economic health of small businesses should be improved and new jobs developed.
- The number of adults trained and retrained should increase.
- Employers and employees should experience greater satisfaction with training and retraining programs.
- High school/college collaboration and program coordination should be initiated and/or expanded, and as a result employers should indicate a greater degree of satisfaction with younger employees.
- To the extent that the quality of training makes a difference in the employability of any one individual, the renewed efforts of colleges in workforce training should help reduce unemployment.

"The Chicagoland revival does not feed off the area's great universities, but off commercial research backed up by a network of business-minded community colleges."

—Chicago Tribune, February 16, 1986

Most of these, of course, are long-range objectives, although they are yielding promising short-term results.

During the coming year, the Keeping America Working project envisions the continuation of a grants and awards program that will stimulate:

- more "leveraging" of grants to bring in increasing matching moneys from other sources;
- additional spin-off activities;
- acceleration of the number and kinds of partnerships; and
- increased active participation by other national organizations and federal and state agencies in the human resources development campaign.

The nation's community colleges will continue to build partnerships—the better to respond to the challenge of a changing American economy.

Kathy Lush, occupational dean, Rancho Santiago College, presents her college's Sears project at 1986 AACJC convention.

Gordon Schempp, director of labor relations, Northwestern Bell, addresses 1986 Keeping America Working luncheon at AACJC's sixty-sixth annual convention.

PARTNERSHIP BUILDING PROJECTS SPANNING THE NATION

The following community colleges and community college consortia have received Sears Partnership Development Fund minigrants:

- District One Technical Institute, Eau Claire, Wisconsin.
- *City Colleges of Chicago (Richard J. Daley College, Chicago City-Wide College, Kennedy-King College, Loop College, Malcolm X College, Olive Harvey College, Truman College, Wilbur Wright College), Chicago, Illinois.
- Kirkwood Community College, Cedar Rapids, Iowa.
- *Eastern Iowa Community College District (Scott Community College, Clinton Community College, Muscatine Community College), Davenport, Iowa.
- Los Rios Community College District (Sacramento City College), Sacramento, California.
- New Mexico Junior College, Hobbs, New Mexico.
- *Catonsville Community College/Essex Community College, Catonsville and Essex, Maryland.
- Oakton Community College, Des Plaines, Illinois.
- *Illinois Eastern Community Colleges (Frontier Community College, Lincoln Trail Community College, Wabash Valley Community College, Olney Central Community College), Olney, Illinois.
- *Triton College/Morton College, River Grove and Cicero, Illinois.
- College of Southern Idaho, Twin Falls, Idaho.
- *Community Colleges of Spokane (Spokane Community College, Spokane Falls Community College), Spokane, Washington.
- *Gold Coast Technology Exchange Center (Rancho Santiago College, Orange Coast College, Golden West College, Coastline College, Cypress College, Fullerton College, Saddleback College, Irvine Valley College), Santa Ana, California.
- Hawkeye Institute of Technology, Waterloo, Iowa.
- Spartanburg Technical College, Spartanburg, South Carolina.
- Luzerne County Community College, Nanticoke, Pennsylvania.
- Peralta Community College District (Feather River College), Quincy, California.
- *Maricopa County Community College District (Glendale Community College, Maricopa Technical Community College, Mesa Community College, Phoenix Community College, Rio Salado Community College, Scottsdale Community College, South Mountain Community College), Phoenix, Arizona.

MINIGRANTS •

PLANNING GRANTS •

The following community colleges and community college consortia have received Sears Partnership Development Fund planning grants:

- Southwestern Technical College, Sylva, North Carolina.
- Northern Virginia Community College, Annandale, Virginia.
- *Lane Community College (in collaboration with Blue Mountain Community College, Central Oregon Community College, Southwestern Oregon Community College, Treasure Valley Community College, Treaty Oak Community College Service District), Eugene, Oregon.
- Daytona Beach Community College, Daytona Beach, Florida.
- Ketchikan Community College, Ketchikan, Alaska.
- Virginia Highlands Community College, Abingdon, Virginia.
- Grossmont-Cuyamaca Community College District, El Cajon, California.
- West Virginia Northern Community College, Wheeling, West Virginia.
- Tri-Cities State Technical College, Blountville, Tennessee.
- Union County College, Cranford, New Jersey.
- Tri-County Technical College, Pendleton, South Carolina.

*Consortia

SEARS PARTNERSHIP DEVELOPMENT FUND AWARDS
Overview of 1985–86 Minigrant Project Objectives

Catonsville Community College, John M. Kingsmore, President
Essex Community College, John E. Ravekes, , President
- Cooperate with the Baltimore County Economic Development Commission to help strengthen existing small businesses.
- Provide customized training to small businesses.
- Assist small businesses to realize their international trade opportunities.

City Colleges of Chicago, Salvatore Rotella, Chancellor
Consortium members: Chicago City-Wide College, Kennedy-King College, Loop College, Malcolm X College, Olive Harvey College, Richard J. Daley College, Truman College, Wilbur Wright College
- Establish articulation linkages that will coordinate high school, community college, and university programs.
- Special attention will be given to developing a middle college concept (grades 11-12-13-14) for potential high school dropouts.

College of Southern Idaho, Gerald R. Meyerhoeffer, President
- Develop a model partnership program among feeder high schools, employers, and the college in the area of auto technology.
- Develop an articulated automechanics program between the high schools and the college.

Community Colleges of Spokane, C. Nelson Grote, Chief Executive Officer
Consortium members: Spokane Community College, Spokane Falls Community College
- Link the educational resources and the colleges' Small Business Development Center, the colleges' technical education curricula, the colleges' telecommunications program, with the economic development needs of northeastern Washington.

District One Technical Institute, Norbert K. Wurtzel, President
- Deliver video programs on the subject of entrepreneurship to secondary school students in collaboration with representatives from business, labor, government, and the technical institute.

Eastern Iowa Community College District, Michael E. Crawford, Chancellor
Consortium members: Scott Community College, Clinton Community College, Muscatine Community College
- Strengthen eastern Iowa's economy and expand employment opportunities through a small business management institute.
- The institute will offer action-oriented small group seminars and consultant services.

Hawkeye Institute of Technology, John E. Hawse, President
- Develop a ten-county regional economic development program with the college.
- Provide workforce retraining services.

Illinois Eastern Community Colleges, Harry W. Smith, Chancellor
Consortium members: Frontier Community College, Lincoln Trail Community College, Wabash Valley Community College, Olney Central Community College
- Improve the local job markets by attracting small foreign-owned companies to the region, in cooperation with the chamber of commerce and the industrial commission.
- The colleges will serve as catalyst and trainer where needed.

Kirkwood Community College, Norman R. Nielsen, President
- Establish an economic development plan for a seven-county area.
- The plan will explore the ways in which eastern Iowa employers can collaborate with the colleges.

Luzerne County Community College, Thomas J. Moran, President
- Develop a college-operated incubator-without-walls program to assist the development of small businesses.

Maricopa County Community College District, Paul A. Elsner, Chancellor

Consortium members: Glendale Community College, Maricopa Technical Commmunity College, Mesa Community College, Phoenix Community College, Rio Salado Community College, Scottsdale Community College, South Mountain Community College

- Develop a college Corporate Training Services Consortium capable of meeting the needs of public- and private-sector employers.
- Provide job training and related services to employers.

New Mexico Junior College, Robert Anderson, President

- Establish a continuing linkage between the small business employers of four communities and the college.
- Develop a small business training center at the college.

Oakton Community College, Thomas TenHoeve, President

- Develop a college occupational education faculty internship program in cooperation with area employers to help college faculty gain hands-on training and experience.
- Create a pool of individuals from business to assist the college in part-time instruction and to provide consulting services to small and struggling businesses.
- Strengthen the ties with feeder high schools in the area of occupational education.

Peralta Community Colleges, Don Godbold, Chancellor

Feather River College, Joseph W. Brennan, President

- Develop linkages between the college and small businesses in Plumas and Sierra counties.
- Provide job training services for these businesses.

Rancho Santiago Community College District, Robert D. Jensen, Chancellor

Consortium members: Rancho Santiago College, Orange Coast College, Golden West College, Coastline College, Cypress College, Fullerton College, Saddleback College, Irvine Valley College

- Develop model programs of six ad hoc partnerships among employers, labor, high schools, and colleges to design new technical education curricula and update existing curricula.
- Develop tech-prep/associate degree model programs.

Los Rios Community College District, David Mertes, Chancellor

Sacramento City College, Carl Christian Andersen, President

- Articulate occupational program with feeder high schools.
- Develop a modular curriculum on entrepreneurship in cooperation with area small business employers.

Spartanburg Technical College, Jack Powers, President

- Develop an Entrepreneurship Development Center for the college and community.

Triton College, Daniel F. Moriarty, President
Morton College, Charles P. Ferro, President

- Increase communication between large private-sector employers and the community colleges.
- Increase the delivery of job training services.
- Provide technical assistance to small businesses.
- Increase the access of high school and community college faculty to business practices and technological innovations.

FINANCIAL SUMMARY
Sears Partnership Development Fund

YEAR ONE
February 7, 1985–February 6, 1986 .

I. SEARS-ROEBUCK FOUNDATION SUPPORT

	Expenditures to date	Committed funds	Total grant award
A. Grant awards to community, technical, and junior colleges	$236,800	$ 63,200*	$300,000
B. Personal services	$ 84,375	0	$ 84,375
C. Administrative Services	$ 50,715	$ 40,000**	$ 90,715
	$371,890	$103,200	$475,090

II. LOCAL COLLEGE PARTNERSHIP CONTRIBUTIONS

- estimate $25,000 per minigrant recipients (18)
- estimate $3,000 per large planning grant recipients (6)
- estimate $1,000 per small planning grant recipients (5)

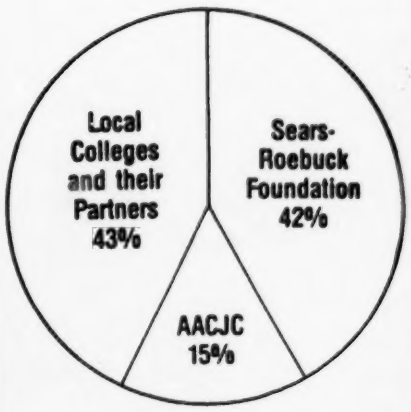
Total $473,000

III. AACJC CONTRIBUTION

- staff, operations, publications, promotion $167,496

Total Project Costs for Year One $1,115,586

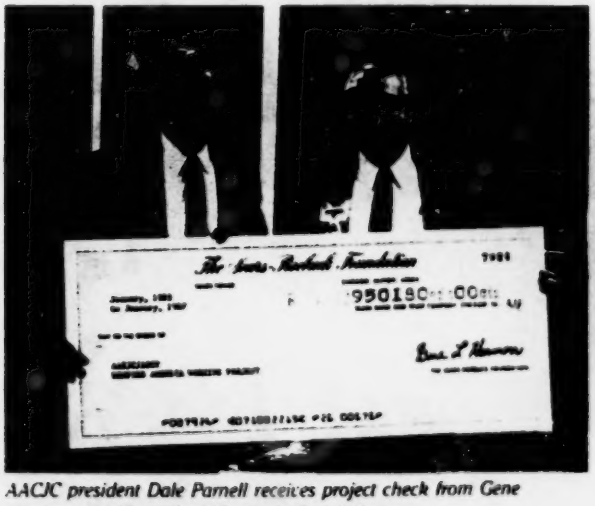
SHARING THE RESPONSIBILITY...



...A FINANCIAL PARTNERSHIP, AS WELL!

*Funds committed to minigrant recipients pending successful completion of projects in 1986.

**Funds to be carried forward into year two for special project commitments.



AACJC president Dale Parnell receives project check from Gene Harmon, president, Sears-Roebuck Foundation.

Sears representative James G. Richardson presents project check to John Ravekes, president, Essex Community College; John Kingsmore, president, Catonsville Community College; and Bob Hannon, director, Office of Community and Economic Development, Baltimore County, Maryland.

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Economic development becoming top priority for IECC

By MIKE MORRON

An aggressive and wide-ranging economic development effort is taking shape in the Illinois Eastern Community Colleges district.

The effort got a big boost recently with the hiring of two full-time specialists.

Debbie Chillson, formerly of Kaskaskia Community College, has been hired at a salary of $28,000 a year to take charge of IECC economic development efforts. Chillson replaces David Cox, who worked for the IECC two years.

Barry G. Ward, who will report to Chillson, has been hired at an annual salary of $19,000 to head a federal procurement assistance center.

move economic development to near the top of his priority list.

"The governor is committed to education, and right now the thrust is education for employment," Smith said. "I feel like we are on the verge of doing what we set out to do, what our committment should be, and what the governor's office wants us to do."

Already, something of an economic development empire exists in the IECC. Chillson is in charge of four related development thrusts: a special development project, small business development, federal procurement and the creation of a mining resource center.

Quietly, Illinois Eastern has been

Sports, a sports equipment plant in Olney, determined that more foreign manufacturers needed help to break into the U.S. market.

After receiving a $5,000 grant, Wuthrich placed an ad in German newspapers offering marketing services to foreign firms.

"He was literally deluged with 160 letters of interest from Swiss and German companies, and 15 of them were pretty darn good prospects," Smith said.

With the $5,000, Wuthrich did market research for one of the foreign firms, a manufacturer of small electrical motors that lift chairs and hospital beds. The company now sells its products out of [illegible]mann Sports and has hired a [illegible]ime employee.

[illegible]ter that initial success, [illegible]ver, the $5,000 was depleted Wuthrich put the concept on

[illegible]dth, who was named IECC [illegible]cellor two years ago, eventually [illegible]me friends with Wuthrich and [illegible]ed of his pet project.

(Cont. on back page)

IECC Chancellor Harry Smith, center, Debbie Chillson and Curt Murton

Colleges

LCCC gets Sears-Roebuck Foundation grant

The Sears-Roebuck Foundation Partnership Development Fund (Sears PDF) recently presented Luzerne County Community College with a $10,000 mini-grant which is being used during the current academic year to develop a college-operated "Incubator Without Walls" program to assist small businesses with strategic planning development and implementation.

Representing the Sears-Roebuck Foundation and Luzerne County Community College during the check presentation ceremony were Dr. Barbara Daly, assistant professor of Data Processing, who works at The Firebox Company in Schaumburg; Bill Isaacs, associate professor of Data Processing, who works at Centel Telephone Company in Des Plaines; Hollis Chalem, professor of Office Systems Technology, who works at Dart & Kraft Company in Northbrook; and John Danca, associate professor of Student Development, who works at Molex Corporation in Lisle.

leges/Association of Community College Trustees Keeping America Working Project and was established with a $950,180 two-year grant provided by the Sears-Roebuck Foundation.

The Sears PDF awards competitive grants to two-year colleges on a request-for-proposal basis in an effort to encourage the development of strengthening of partnership activities between community, technical and junior colleges, and business/industry/labor, public employers,

Sears presents $950,180 grant

A $950,180 check to develop cooperative job training and retraining programs between colleges and industry was presented to the nation's community colleges here yesterday by the Sears Roebuck Foundation.

It is the largest two-year grant ever given in the foundation's 48-year history, and foundation president Gene L. Harmon said it will "help energize new private and public area enterprises to keep America working."

He made the presentation at the 65th annual meeting of the American Association of Community and Junior Colleges here to mark expansion of the association's Keep America Working (KAW) project.

One such successful program already in operation, which has retrained 750 laid-off or likely-to-be-displaced Southern California aerospace workers, was honored yesterday by the association.

That program is operated by the Los Angeles Community College District, the Los Angeles Valley College, Los Angeles Southwest College and East Los Angeles College in conjunction with the Lockheed California Co. and the International Association of Machinists and Aerospace Workers, and the Engineers and [illegible] Association.

The national associati[illegible] project seeks to develop [illegible] training ties between the [illegible] and junior colleges on one [illegible] business, industry, local g[illegible] and high schools on the oth[illegible]

The average grant is e[illegible] be $8,000 with 30 to 40 c[illegible] ceiving awards in the 19[illegible] College consortia can rece[illegible] imum grant of $30,000, or [illegible] colleges up to $15,000.

Preference will be giv[illegible] grams that include matc[illegible] or in-kind contributions b[illegible] vices.

Mirko

Sears Grant to Support College Partnerships

The Sears-Roebuck Foundation has awarded the largest single two-year grant in its history to the Keeping America Working project of the American Association of Community and Junior Colleges/Association of Community College Trustees.

The $950,180 grant, known as the Partnership Development Fund, will support pilot projects to enhance collaboration between community, technical, and junior colleges, and business/industry/labor; public employers; small business; and high schools. Over $600,000 will be awarded directly to the institutions, with the remainder of the grant supporting a partnership newletter, Keeping America Working task force meetings, and the development of a program evaluation process.

Grants will be awarded to selected colleges on a request for proposal basis. The average grant is expected to be $8,000 with 30 to 40 colleges participating during 1985-1986. College consortia may be awarded up to $30,000 or $15,000 to any single college. Preference will be given to proposals aimed at one or more of the target groups as well as applications that include matching funds or in-kind local services. The selected colleges will receive their awards from local Sears-Roebuck Foundation representatives.

The thrust of the Keep America Working project is to maximize human resource development in the work force through the education and training provided by America's community, technical, and junior colleges. The task force, comprised of 24 representatives from major business, labor, and industrial organizations, as well as higher education, is chaired by Philip K. Hammond, president of Dynamic Sciences, Inc., of California.

Grant Allows Teachers Time For 'Hands-On' Study

After 13 years of teaching Marketing classes at Oakton Community College, Bob Wright applied for a leave of absence to spend six months working in his specialty field.

"I thought it would enhance my skills in the classroom if I went out and worked in the field for six months," he said. "Things are [illegible]ously changing, and I think it's important to stay up to date."

Thanks to a $10,000 grant from the Sears Roebuck Foundation Partnership Development Fund (Sears PDF) Wright didn't need to take a leave of absence in order to work in business and get an updated look at how marketing is being used. The Northbrook resident is one of five Oakton faculty members taking part in an internship program in which occupational instructors acquire hands-on training in new technologies, procedures and the work environment. The Sears PDF grant funds the internship program as part of the Keeping America Working Project administered by the American Association of Community and Junior Colleges-Association of Community College Trustees.

strategic planning and computer network.

Other Oakton faculty members involved in the internship program are Elaine Daly, assistant professor of Data Processing, who works at The Firebox Company in Schaumburg; Bill Isaacs, associate professor of Data Processing, who works at Centel Telephone Company in Des Plaines; Hollis Chalem, professor of Office Systems Technology, who works at Dart & Kraft Company in Northbrook; and John Danca, associate professor of Student Development, who works at Molex Corporation in Lisle.

"Two things have surfaced because of the internship program," said Dr. Thomas Zimanzl, grant administrator. "First, faculty are bringing their marketplace experience back to the classroom with them. And they're finding that their skills are of value outside the classroom, too, which is a big morale booster. It creates more confidence in the classroom when a faculty member gets a lift like this."

All of the faculty members involved are finding the internships both enlightening and useful in a practical sense.

NEWS-REGISTER—Wheeling, W. Va.—Sunday, September 22, 1985

WVNCC grant

Fred Price, local Sears-Roebuck Foundation representative, presents Dr. Barbara Guthrie-Morse, president of West Virginia Northern Community College, with a check to fund a $2,000 planning grant awarded to the college for further expansion of a small business development center outreach program. The foundation plans to award $300,000 in competitive grants to two-year colleges over the next two academic years to foster partnership activities between colleges and business groups.

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ERIC Clearinghouse for Junior Colleges
JUL 3 1986